

## IN THE CLAIMS

Claims 1, 2, 10, and 11 are amended herein. Claim 38 was cancelled in the Amendment of 12/10/07 and this amendment was indicated to have been entered by the Examiner in the Advisory Action of 7/23/09. Claims 15-47 are cancelled herein. Dependent claims 48-71 are added. All pending claims are produced below.

1. (Currently amended) A method in a data processing system for automatically initiating the replenishment of a consumable product, comprising:
  - on a first date, fulfilling an order by a consumer for a first instance of the product;
  - based upon the first date, estimating a second date by which the first instance of the product will be fully consumed, wherein the second date is based at least in part upon a replenishment time interval between prior purchases, the prior purchases including at least one purchase of a complement of the consumable product;
  - before the second date, providing to the consumer an indication that the product should be replenished, the indication including a control usable by the consumer to request replenishment of the product by performing a single action;
  - receiving an indication that the control was used by the consumer to request replenishment of the product; and
  - in response solely to receiving the indication, ordering a second instance of the product to replenish the first instance.
2. (Currently amended) A method in a data processing system for ordering an item, comprising:
  - on a first date, ~~fulfilling~~ receiving an order by a consumer for a first item;

determining a target date for suggesting replenishment of the first item, the target date based at least upon the first date, ~~and~~ the identity of the first item, and a replenishment time interval between prior purchases, the prior purchases including at least one purchase of a complement of the first item;

on the target date, providing to the consumer an indication that the first item should be replenished, the indication including a user interface control usable by the consumer to request replenishment of the first item;

receiving an indication that the control was used by the consumer to request replenishment of the first item; and

in response solely to receiving the indication, ordering a second item to replenish the first item.

3. (Previously presented) The method of claim 2 wherein the control is usable by the consumer to request replenishment of the first item by performing a single action.

4. (Original) The method of claim 2 wherein the second item is a physical article.

5. (Original) The method of claim 2 wherein the second item is a data product.

6. (Original) The method of claim 2 wherein the second item is a service.

7. (Original) The method of claim 2 wherein the target date is determined based on an average life span of the first item.

8. (Original) The method of claim 2 wherein the target date is determined based on an expiration date for the first item.

9. (Original) The method of claim 2 wherein the target date is determined based on an availability date for the second item.

10. (Currently amended) The method of claim 2 wherein the target date is determined based on ~~the a~~ length of ~~the~~ intervals between ~~the~~ prior purchases of the first item.

11. (Currently amended) The method of claim 2 wherein the consumer has made a plurality of prior purchases of a complement of the first item, and wherein the target date is determined based on ~~the a~~ length of ~~the~~ intervals between the plurality of prior purchases of the complement of the first item.

12. (Original) The method of claim 2 wherein a target date is determined based on the size of the first item.

13. (Original) The method of claim 2 wherein the target date is determined based on information provided by the consumer.

14. (Original) The method of claim 2 wherein a target date is determined based on information about the consumer's lifestyle.

15-47. (Cancelled)

48. (New) The method of claim 2 wherein the consumer has made a plurality of prior purchases of the first item, and wherein the target date is determined based on a length of intervals between the plurality of prior purchases of the first item.

49. (New) The method of claim 2 wherein a second consumer has made a plurality of prior purchases of the first item, and wherein the target date is determined based on a length of intervals between the plurality of prior purchases of the first item made by the second consumer.

50. (New) The method of claim 2 wherein the target date is determined based on prior purchases by the consumer of a plurality of complements of the first item.

51. (New) The method of claim 2 wherein the target date is determined based on a historical frequency with which the consumer has purchased a complement of the first item.

52. (New) The method of claim 2 wherein the indication that the product should be replenished is transmitted to the consumer at a time at which the consumer is not engaged in an electronic shopping activity.

53. (New) The method of claim 2 wherein the steps of estimating the target date, providing the indication, and ordering the second item all occur without intervention of the consumer other than the use of the control by the consumer to request replenishment.

54. (New) The method of claim 1 wherein the control is usable by the consumer to request replenishment of the first instance of the product by performing a single action of selecting the control provided in the indication.

55. (New) The method of claim 1 wherein the second instance of the product is a physical article.

56. (New) The method of claim 1 wherein the second instance of the product is a data product.

57. (New) The method of claim 1 wherein the second instance of the product is a service.

58. (New) The method of claim 1 wherein the second date is determined based on an average life span of the first instance of the product.

59. (New) The method of claim 1 wherein the second date is determined based on an expiration date for the first instance of the product.

60. (New) The method of claim 1 wherein the second date is determined based on an availability date for the second instance of the product.

61. (New) The method of claim 1 wherein the second date is determined based on a length of intervals between prior purchases of the product.

62. (New) The method of claim 1 wherein the consumer has made a plurality of prior purchases of a complement of the product, and wherein the second date is determined based on a length of intervals between the plurality of prior purchases of the complement of the product.

63. (New) The method of claim 1 wherein a second date is determined based on the size of the first instance of the product.

64. (New) The method of claim 1 wherein the second date is determined based on information provided by the consumer.

65. (New) The method of claim 1 wherein a second date is determined based on information about the consumer's lifestyle.

66. (New) The method of claim 1 wherein the consumer has made a plurality of prior purchases of the consumable product, and wherein the second date is determined based on a length of intervals between the plurality of prior purchases of the consumable product.

67. (New) The method of claim 1 wherein a second consumer has made a plurality of prior purchases of the consumable product, and wherein the second date is determined based on a length of intervals between the plurality of prior purchases of the consumable product made by the second consumer.

68. (New) The method of claim 1 wherein the second date is determined based on prior purchases by the consumer of a plurality of complements of the first item.

69. (New) The method of claim 1 wherein the second date is determined based on a historical frequency with which the consumer has purchased a complement of the consumable product.

70. (New) The method of claim 1 wherein the indication that the product should be replenished is transmitted to the consumer at a time at which the consumer is not engaged in an electronic shopping activity.

71. (New) The method of claim 1 wherein the steps of estimating the target date, providing the indication, and ordering the second item all occur without intervention of the consumer other than the use of the control by the consumer to request replenishment.